



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Confirm Previously Approved Report, Adopt a Resolution to Continue the Assessment and Programs of the Lodi Tourism Business Improvement District (LTBID) and Set a Public Hearing for October 17, 2007

MEETING DATE: October 3, 2007

PREPARED BY: City Manager

RECOMMENDED ACTION: Confirm previously approved report, adopt a resolution to continue the assessment and programs of the Lodi Tourism Business Improvement District for the 2008 calendar year, and set a public hearing for October 17, 2007.

BACKGROUND INFORMATION: Pursuant to the Streets and Highways Code, Lodi has adopted a business improvement area to promote tourism. This business improvement area is named the Lodi Tourism Business Improvement District (LTBID). In accordance Lodi Municipal Code Chapter 12.07, the LTBID levies an assessment upon all hotels equal to three percent of room rates. The proceeds of this assessment are to be spent in accordance with recommendations contained in an annual report made by an advisory board appointed by the City Council. The report identifies marketing efforts to be undertaken by the LTBID in the ensuing calendar year.

Although not reflected in the Municipal Code, the Lodi Conference and Visitors Bureau has taken the role as the proxy for the LTBID Advisory Board. On May 2, 2007 the City Council considered and unanimously approved an Annual Report for the LTBID, (minutes attached).

If the Council wishes, after holding a public hearing, it may adopt the attached Resolution which would continue the assessments as levied in the current year without change. If the Council does not adopt the Resolution, the three percent levy would be discontinued.

FISCAL IMPACT: The assessment for the LTBID in FY 2006-07 equaled \$190,130. The City retains a five percent administration fee.

FUNDING: Not applicable

Blair King, City Manager

APPROVED: _____
Blair King, City Manager

Discussion ensued between Mayor Pro Tempore Mounce and Mr. Prima regarding the line item for water infrastructure on the electrical bill, the cost of installing water meters, previous cost studies for water, upgrades to facilities, potential for rate reduction, rate studies, and infrastructure fees paying pipelines, wells, and line replacements.

In response to Council Member Hitchcock, City Manager King stated each owner would pay for their own meter. He stated the City would provide an opportunity for self install via a cut sheet and waive the installation fee. Mr. King stated an additional option could be a lump sum payment to the contractor.

In response to Council Member Hansen, Mr. Prima stated legally they can use Community Development Block Grant (CDBG) funding as set aside money to help low-income homeowners install water meters, but they would need to work out the specific details. Mr. Prima stated they may also have the option to spread out the costs over three years; although, they will have to be cautious about cash flow and the timeline associated with a two-rate structure.

In response to Mayor Pro Tempore Mounce, Mr. Prima stated they probably have one to two thousand people on the SHARE program from water and electric. City Manager King stated the CDBG component may be reserved for hardship cases only and they will look into other safety relief programs for hardship cases.

In response to Mayor Johnson, Mr. Prima stated the \$1.1 million figure can be absorbed by the current budget funds.

In response to Council Member Hitchcock, Mr. Prima stated he was not sure about utilizing the home funds component of the CDBG monies. Discussion ensued between Council Member Hitchcock, Mayor Johnson, and City Manager King regarding funding options.

City Manager King provided an overview regarding the option for everyone to pay for their own meter and the option of everyone paying a fee and sharing services from the collective pot. Mr. King stated the City can take until 2025, in which case rates may go up over time; although, this would prolong the time for a divided rate structure.

PUBLIC COMMENTS:

- Alicia Irvine spoke in favor of the recommended accelerated water meter installation program based on a proposal where everyone pays for their own meter.

MOTION / VOTE:

The City Council, on motion of Council Member Hansen, Hitchcock second, approved staff's recommendation and timeline for the accelerated Water Meter Retrofit Policy by the following vote:

Ayes: Council Members – Hansen, Hitchcock, Katzakian, and Mayor Johnson

Noes: Council Members – Mounce

Absent: Council Members – None

RECESS

At 9:20 p.m., Mayor Johnson called for a recess, and the City Council meeting reconvened at 9:31 p.m.

K. REGULAR CALENDAR (Continued)

NOTE: Item K-7 was heard out of order.

- K-7 "Approve Lodi Tourism Business Improvement District (LTBID) 2007 Annual Report, as submitted by the LTBID Board of Directors"

City Manager King provided a brief introduction of the subject matter.

Nancy Beckman, Executive Director of the Lodi Visitors and Conference Bureau, provided an overview the previous and upcoming year plans for the Lodi Conference and Visitors Bureau. Specific topics of discussion included proposed programmatic changes, marketing and promotion activities in the leisure and group markets, public relations, customer service and hospitality, communications, and the annual budget.

In response to Mayor Johnson, Mrs. Beckman stated approximately 30 to 35 wineries out of 65 are doing some sort of wine tasting and contributing to approximately 200,000 visitors per year.

In response to Council Member Hansen, Mrs. Beckman stated she will need to speak with the Lodi Tourism Business Improvement District (LTBID) attorney regarding any amendments to the boundaries to include Flag City hotels and the process associated with the same.

Discussion ensued between Mayor Johnson, City Manager King, and Mrs. Beckman regarding increasing the Transient Occupancy Tax (TOT), the 6% amount which goes to the General Fund, the 3% fee which generates revenue for the LTBID, other city and county averages regarding the same, business model based on number of beds, and public funding as the standard in industry.

In response to Mayor Pro Tempore Mounce, Mrs. Beckman stated last year's funding was a bit more because the organization reduced its budget for the upcoming year as requested by Council previously.

In response to Council Member Hansen, City Manager King stated the permit had been pulled for the Hampton Inn.

PUBLIC COMMENTS:

- Sunil Yadav, LTBID Board Member, spoke in opposition to any proposed TOT increase, stating it would be a burden to middle-class customers and hotel operators.

MOTION / VOTE:

The City Council, on motion of Mayor Johnson, Mounce second, unanimously approved the LTBID 2007 Annual Report, as submitted by the LTBID Board of Directors.

K-2 "Receive Progress Report on City of Lodi General Plan Update"

Planning Manager Peter Pirnejad provided a progress report regarding the City's General Plan update. Mr. Pirnejad specifically discussed the two-year timeline for completion, draft working papers, preparing a newsletter and survey, stakeholder report and process, community organization involvement, data collection for analysis, and the potential for delays due to the need for additional public participation.

In response to Council Member Hansen, Mr. Pirnejad stated that, while Mr. Bhatia is proactive, the only amendment he has seen to date is for actual cost only due to a widening of the scope of services.

In response to Council Member Hitchcock, Mr. Pirnejad stated the public workshop will be held sometime in mid to late June.

MOTION / VOTE:

There was no Council action necessary on this matter.

RESOLUTION NO. 2007-_____

A RESOLUTION OF THE LODI CITY COUNCIL APPROVING
THE LODI TOURISM BUSINESS IMPROVEMENT DISTRICT 2007
ANNUAL REPORT; DECLARING ITS' INTENTION TO LEVY ANNUAL
ASSESSMENT, AND ESTABLISHING PUBLIC HEARING DATE

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WHEREAS, the Lodi Tourism Business Improvement District was established October 20, 2004, by Council adoption of Ordinance No. 1753, and as amended by Ordinance 1756; and

WHEREAS, the Annual Report as required by Streets and Highways Code §36500 et seq., has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. The 2007 Annual Report is hereby received and approved as submitted, said Report being on file in the City Clerk's Office.
2. Establishes October 17, 2007, in the City Council Chambers, at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or as soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highway Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the Lodi Tourism Business Improvement District for calendar year 2007 (the Area's fiscal year).
4. The proceeds from the Lodi Tourism Business Improvement District assessment shall be used to administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the City of Lodi. The boundaries of the Lodi Tourism Business Improvement District shall be the boundaries of the City of Lodi. Refer to the Report on file in the Lodi City Clerk's office for a full and detailed description of the improvements and activities, boundaries, and proposed assessments for the 2007 fiscal year.
5. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code §§36524 and 36525.

Dated: October 3, 2007

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I hereby certify that Resolution No. 2007-_____ was passed and adopted by the City Council of the City of Lodi in a regular meeting held October 3, 2007, by the following vote:

AYES: COUNCIL MEMBERS –
NOES: COUNCIL MEMBERS –
ABSENT: COUNCIL MEMBERS –
ABSTAIN: COUNCIL MEMBERS –

RANDI JOHL
City Clerk